

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	)	Group Art Unit:	UNKNOWN
ELDERING ET. AL	)		
	)		
Serial No.: UNKNOWN	)	Examiner:	UNKNOWN
	)		
Filed: 12/03/98	)		
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For:	)	Attorney Docket No.:	T704

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INFORMATION DISCLOSURE STATEMENT

Honorable Commissioner of  
Patents and Trademarks  
Washington, DC 20231

Dear Sir:

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner.

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

A copy of each document is enclosed.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

The relevance of each document will be discussed as follows:

Document AA (U.S. Patent No. 4,258,386) discloses a television audience measuring system. The system monitors and stores information representative of channel identification, the time at which the channel is selected and the time at which the selection of a channel is terminated.

Document AB (U.S. Patent No. 4,546,382) discloses a television and market research data collection system and method. A data collection unit containing a memory stores data as to which of the plurality of TV modes are in use, which TV channel is being viewed as well as input from a suitable optical scanning device.

Document AC (U.S. Patent No. 5,223,924) discloses a system and method for automatically correlating user preferences with a TV program information database. The system includes a processor that performs "free text" search techniques to correlate the downloaded TV program information with the viewer's preferences.

Document AD (U.S. Patent No. 5,532,735) discloses a method of advertisement selection for interactive services. A user associated is presented with a program and a set of advertisements. The user can indicate the amount of advertisements in the set of advertisements he wants to view.

Document AE (U.S. Patent No. 5,579,055) discloses an electronic program guide (EPG) and text channel data controller. The text and EPG data are embedded in the vertical blanking interval of the video signal and extracted, at reception, by the data controller. The EPG contains information fields such as

program category, program subcategory and program content description.

Document AF (U.S. Patent No. 5,596,373) discloses a method and apparatus for providing program oriented information in a multiple station broadcasting system. The EPG data includes guide data, channel data and program data. The program data includes among other information, the program title, the program category, the program sub-category and a detailed description of the program.

Document AG (U.S. Patent No. 5,608,445) discloses a method and device for data capture in television viewer research. Devices are attached to a video installation in order to determine to which channel a set is tuned.

Document AH (U.S. Patent No. 5,619,709) discloses a system and method of context vector generation and retrieval. Context vectors represent conceptual relationships among information items by quantitative means. A neural network operates on a training corpus of records to develop relationship-based context vectors based on word proximity and co-importance. Geometric relationships among context vectors are representative of conceptual relationships among their associated items.

Document AI (U.S. Patent No. 5,704,017) discloses a collaborative filtering system utilizing a belief network. The system learns a belief network using prior knowledge obtained from an expert in a given field of decision making and a database containing empirical data such as users' attributes as well as their preferences in that decision making field. The belief network can determine the probability of the unknown preferences of the user given the known attributes and thus predicts the preference most likely to be desired by the user.

Document AJ (U.S. Patent No. 5,708,478) discloses a computer system for enabling radio listeners and television watchers to

obtain advertising information. The system include steps of determining whether an incoming video or audio signal includes advertisement specific data of an advertiser and capturing and storing the advertiser specific data.

Document BA (Product literature, DoubleClick Inc., "DoubleClick: Reporting," printed from the World Wide Web site [http://www.doubleclick.net/dart/howi\\_repo.htm/](http://www.doubleclick.net/dart/howi_repo.htm/) on June 19, 1998) discloses the reporting capabilities of DoubleClick's Dynamic Advertising Reporting & Targeting (DART) product. The information in the reports includes daily impressions by advertisement type, average impression per day of week and by hour of day. The average response rate per user is also included in the reports.

Document BB (Marketing literature, Firefly Corporation, "Firefly passport Office," printed from the World Wide Web site <http://www.firefly.net/company/PassportOffice.html> on June 20, 1998) discloses Firefly's Relationship Management software. The software enables online businesses to create, extend and manage personal profiles for every user.

Document BC (Product literature, Aptex software Inc., "SelectCast for Ad Servers," printed from the World Wide Web site <http://www.aptex.com/products-selectcast-ads.htm> on June 30, 1998) discloses an ad targeting system from Aptex Software Inc. The system employs neural networks and a context vector data model to optimize relationships between users and content. It provides user profiling by mining the context and content of all actions including clicks, queries, page views and ad impressions.

Document BD (Product literature, Aptex software Inc., "SelectCast for Commerce Servers," printed from the World Wide Web site <http://www.aptex.com/products-selectcast-commerce.htm> on June 30, 1998) discloses the product SelectCast for Commerce Servers from Aptex Software Inc. It personalizes online shopping based on observed user behavior. User interests are learned based

on the content they browse, the promotions they click and the products they purchase.

Document BE (Media Metrix Frequently Asked Questions, printed from the World Wide Web site [http://www.mediametrix.com/interact\\_mmfaq.htm](http://www.mediametrix.com/interact_mmfaq.htm) on June 30, 1998) discloses Media Metrix software, PC Meter, that runs in the background of a PC and monitors everything being done on that machine. It determines who is using the PC by age, income, gender and geographic region and tracks usage of software application, commercial online services and detailed page level viewing of the WWW.

Document BF (Net Perceptions corporation, white paper entitled "Adding Value in the Digital Age," printed from the World Wide Web site <http://www.netperceptions.com/products/white-papers.html> on June 30, 1998) discloses how the GroupLens Recommendation Engine gives online businesses the ability to target and personalize services, content, products and advertising. A learning process learns personal information about an individual using explicit and implicit ratings, a prediction process predicts user preference using collaborative filtering and the recommendation process recommends products or services to users based on predictions.

Document BG (Product literature, IMGIS Inc., "Ad Force," printed from the World Wide Web site [http://www.starpt.com/core/ad\\_Target.html](http://www.starpt.com/core/ad_Target.html) on June 30, 1998) discloses an ad targeting system from IMGIS. The system delivers ads to web sites visitors based on the content of the web page, time of day, day of the week, keyword, by the number of times a visitor sees an advertisement and by the order in which a series of advertisements are shown to a visitor.

Document BH (Marketing literature, Matchlogic Inc., "Centralized Ad Management," printed from the World Wide Web site

<http://www.matchlogic.com/docs/services2.htm> on July 1, 1998) discloses Matchlogic services for ad management. The services include delivering advertisements based on pre-defined targeting criteria, generating reports on how many unique viewers saw which banner and how many times it was viewed.

Document BI (Product Data sheet, Open Sesame, "Learn Sesame," printed from the World Wide Web site [http://www.opensesame.com/prod\\_04.html](http://www.opensesame.com/prod_04.html) on July 09, 1998) discloses Open Sesame's personalization product for Web enterprises. It learns about users automatically from their browsing behavior.

Document BJ (Product literature, Accipiter Inc., "Accipiter AdManager 2.0," printed from the World Wide Web site <http://www.accipiter.com/products/ADManager/fab.html> on July 9, 1998) discloses Accipiter's ad management system. After delivering an advertisement based on pre-defined criteria, the system can generate reports on an ad campaign. The reports include visitors' demographic data, number of impressions and clicks generated from the entire site and by each ad and advertiser.

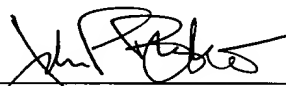
Document BK (Product literature, Engage Technologies, "Engage.Discover," printed from the World Wide Web site <http://www.engagetechnology.com> on July 09, 1998) discloses Engage Technologies' product for user profiling. User-disclosed information such as interest, demographics and opinions are combined with anonymous clickstream data that describes where users came from before visiting the site, how long they stay, and what pages or types of pages they visit most frequently to build the visitor profile.

Document BL (Product literature, Netgravity Inc., "AdServer 3," printed from the World Wide Web site <http://www.netgravity.com/products/> on July 9, 1998) discloses

Netgravity's Adserver 3 product for online advertisement. The product generates reports including the profiles of visitors who viewed an ad and site traffic throughout the day, week, month and year.

Document BM (Marketing literature, Broadvision, "The Power of Personalization", printed from the World Wide Web site <http://www.broadvision.com/content/corporate/brochure/Broch4.htm> on August 21, 1998) discloses BroadVision One-to-One application profiling system. The system learns about users through a variety of techniques including registration, questionnaires, observation and integration of historical and externally generated data.

Respectfully submitted,

  
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